

EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the issue fee.

2. Authorization for this examiner's amendment was given in a telephone interview with Mr. Noel C. Gillespie on 9/22/08.

3. Claims 13, 76, and 83 have been amended as follows:
 13. (Currently Amended) A telecommunications advertising system, comprising:
an advertisement database that stores subscriber specific or third party advertisements; and
a processor coupled with the advertisement database, the processor configured to:
selectively associate, based on one or more factors selected from the group consisting of user preferences, language, communication source, communication type, time of day, communication destination, and geography, at least one advertisement in

the advertisement database with a source of the incoming communication and with a destination of the incoming communication,

cause at least one advertisement associated with the destination to be routed to the destination when the destination goes off hook in response to the incoming communication,

with respect to a ringback signal that would normally be routed to the source,
cause ~~the~~ at least one short advertisement associated with the source to replace only
~~the rings tones of a the ringback signal that would normally be routed to the source,~~ and
cause the ringback signal to continue to be applied to the source until after the advertisement applied to the destination is complete, at which time the source and destination can be connected.

76. (Currently Amended) A telecommunications advertising system, comprising:

an advertisement database that stores subscriber specific or third party advertisements; and

a processing means configured to selectively associate a plurality of short advertisements in the advertisement database with a source of the incoming communication, associate at least one advertisement with a destination of the incoming communication, cause at least one advertisement associated with the destination to be routed to the destination when the destination goes off hook in response to the incoming communication, and with respect to a ringback signal that would normally be routed to the source, ~~to~~-cause the plurality of short advertisements associated with the source to

replace only the rings tones of a the ringback signal ~~that would normally be routed to the source.~~

83. (Currently Amended) A telecommunications advertising system, comprising:

an advertisement database that stores subscriber specific or third party advertisements; and

a processing means configured to selectively associated, based on one or more factors selected from the group consisting of user preferences, language, communication source, communication type, time of day, communication destination, and geography, a plurality of short advertisements in the advertisement database with a source of an incoming communication, associate at least one advertisement with a destination of the incoming communication, cause at least one advertisement associated with the destination to be routed to the destination when the destination goes off hook in response to the incoming communication, and with respect to a ringback signal that would normally be routed to the source, ~~to~~-cause the plurality of short advertisements associated with the source to replace only the rings tones of a the ringback signal ~~that would normally be routed to the source.~~

/Quynh H Nguyen/

Primary Examiner, Art Unit 2614